



September 8-10, 2008

*Schedule of Events

(Subject to Change)

Monday, September 8

10:30am – Christ the Redeemer Statue Visit on Corcovado Mountain

1:00pm – Poolside Lunch at the Copacabana Palace Hotel

Free Afternoon

8:00pm - Copacabana Palace Hotel

- Opening Cocktail & Dinner
- Welcoming speech by the **President of Brazil, Luiz Inácio Lula da Silva**
- Musical performance by Carlinhos Brown

Tuesday, September 9

10:00am - Globo Production Facility (Projac)

- Welcome Coffee

10:30am - Master of Ceremonies: Pedro Bial

- Official Opening: Speeches by The President of Globo Group of Companies and The President of The International Academy of Television Arts & Sciences

11:00am

- Keynote: **Octavio Florisbal, TV Globo's CEO**
- Panel: **An Insider's Guide to the Latin American Television Industry**

1:00pm - Lunch

- Keynote: **Hélio Costa, Brazilian Minister of Telecommunications**

2:00pm – Tour of Projac

3:00pm – Coffee Break

3:30pm

- Panel: **Inside the Telenovela: Everything You've Ever Wanted to Know & Never Dared to Ask...**

8:00pm - Dinner and "Cidade do Samba"

(City of Samba with a special performance by Carnival dancers)



Wednesday, September 10

10:00am - Projac

- Panel: **Opportunities & Challenges for the Use of New Technologies in Latin America**

11:30am - Coffee Break

12:00pm

- Panel: **Programming for the Greater Good**

1:30pm - Lunch at Projac

3:30pm - **Tour of "Crianca Esperanca"**

(Child Hope Center & inside look into a Favela)

8:00pm - **Latin American Championship Soccer Game & Casual "Skybox" Dinner at Maracanã Stadium**